



UNITED WAY OF MONMOUTH COUNTY 2010 ANNUAL REPORT

ADVANCING THE COMMON GOOD

ADVANCING THE COMMON GOOD MEANS CREATING OPPORTUNITIES FOR A BETTER LIFE FOR ALL.

When we reach out a hand to one, we influence the condition of all. We all win when a child succeeds in school, families are financially stable and people have good health. These results/changes have benefits that ripple out to the community as a whole.

EDUCATION, INCOME, HEALTH

There are basic things that we all need for a good life: A quality education that leads to a stable job, income that can support a family through retirement, and good health.

LASTING CHANGE

Our goal is to create long-lasting changes by addressing the underlying causes of problems.

GIVE. ADVOCATE. VOLUNTEER.
LIVE UNITED



LIVING UNITED MEANS BEING PART OF THE CHANGE!



Dear Friends,

We want to thank you for your continued support of United Way of Monmouth County (UWMC). Without your support, we could not have continued our work for the common good in Education, Income and Health in Monmouth County, which totaled over \$2.3 million in 2010.

Over two years ago, we announced our plan to transition our work to make long-lasting, measurable changes in Monmouth County through a process defined as Community Impact. We are pleased to be able to summarize in this report our Community Impact Agenda and our initial grants of \$500,000 to 15 programs in the county. This agenda could not have been completed without the leadership of our Board, our Community Impact committee members and your support. Our committees spent many hours over the past two years reviewing community, social and demographic data and surveys, and participating in focus groups to develop the agenda and initial grants. Thank you to all the committee members, partners and staff for their hard work in developing this agenda.

Our agenda is aggressive, as it needs to be, in order to make long-term, measurable changes that address the root causes of key community issues. These initial grants represent only a part of our Community Impact Agenda to help advance the common good. The Volunteer Center has been up and running for over a year now, with more than 100 registered agencies, 400 registered volunteers, and hundreds of volunteer opportunities filled throughout the county. We have begun our work in the area of advocacy and public policy, focusing initially on federal legislation while developing our local agenda. Our annual drives continue in response to community need; this summer, we held our first Stuff the Bus community drive for school supplies and have just completed our annual SnowFlake Wishes drive.

Thank you again for your ongoing support as we continue to improve the lives of the people of Monmouth County. Remember, we all win when a child succeeds in school, when families are financially stable and when we all have good health.

Sincerely,



Brian Massey
Chairman



Timothy C. Hearne, Jr.
President & CEO



COMMUNITY IMPACT & AGENCY RELATIONS COMMITTEE

Chair

James Markey
Jersey Central Power & Light

EDUCATION IMPACT SUBCOMMITTEE

Chair

Thomas Hayes
New Jersey Natural Gas Co.

Members

Carol Conk
Community Representative

Judith Fuller
Retired School Social Worker

Carol Morris
Monmouth County
Superintendent of Schools

Joan Desmarais
Child Care Resources

Robin Martin
Special Education Teacher

Carol Roche
Retired Assistant Superintendent

Eric Menaker
IBM Corporation

INCOME IMPACT SUBCOMMITTEE

Chair

Louis Papanozzi
Community Representative

Members

Fatima Camacho
Investors Savings Bank

Eileen Higgins
Workforce Investment Board

Mark Scher
Community Representative

Carl DeJura
Brookdale Community
College-Adult Education

Lynn Miller, MSW,LSW
Ferrante Miller Consulting, LLC

Holly Lyttle
Community Representative

Roger Hart
Community Representative

Maureen Mulligan
Coastal Habitat for Humanity

Christopher Vecere
Community Representative

HEALTH IMPACT SUBCOMMITTEE

Chair

Michael Knecht
Robert Wood Johnson University Hospital

Members

Henry Hong
Enterprise Rent-A-Car

Ginger Mulligan
Community Representative

Jackeline Biddle Shuler
Acute Care Health System

Charles D. Brown, III
Monmouth County Department
of Human Services

Dr. Richard Ponton
Ocean Township Department
of Human Services

Beth Stamp
Community Representative

Michael A. Meddis
Monmouth County Department of Health

John Zammetti
Wegmans

OUR FOCUS

EDUCATION *\$150,000 Investment*



EARLY CHILDHOOD DEVELOPMENT

All babies are born “wired” to learn with 80% of brain growth occurring by age 3 and 90% by age 5. The UWMC Born Learning campaign teaches parents, grandparents and caregivers how to turn everyday moments into learning moments.

Partner Agencies: Child Care Resources, Regional Perinatal Consortium of Monmouth & Ocean Counties, Visiting Nurse Association of Central Jersey

Result: Over 1,000 parents, grandparents and caregivers

- Are responsive to their child
- Extend their child's language and promote early literacy
- Understand that children are born learning

AFTER-SCHOOL PROGRAMS

In Monmouth County, the towns and school districts with the highest child poverty rates are also those with the overall lowest academic performance measures. Young people's participation in constructive learning activities during non-school hours contributes substantially to their success in school including better grades, work habits, emotional adjustment and peer relations.

Lead Agencies: Boys & Girls Club of Monmouth County, Prevention First, The First Tee of Monmouth County

Result: 390 elementary and middle school students

- Improve their academic performance
- Are on-track towards high school graduation
- Are safe during after-school hours

HIGH SCHOOL ACHIEVEMENT

In Monmouth County, over 1 in 10 (11.9%) young adults ages 18 to 24 are neither enrolled in school nor working. The Vocational Training and Work Readiness project ensures high school students have the tools they need to be successful after graduation.

Lead Agency: The Center for Vocational Rehabilitation

Result: 25 high school students

- Graduate high school
- Successfully transition from school to work or advanced education

INCOME *\$200,000 Investment*



BASIC NEEDS & EMERGENCY SERVICES

In Monmouth County, 11.1% of all working households are considered lower-income and do not earn enough to be considered self-sufficient. One unanticipated expense can lead to a crisis. The UWMC Financial Stability Initiative provides emergency assistance for households in crisis with the tools they need to achieve long-term self-sufficiency.

Lead Agency: Interfaith Neighbors

Result: 15 lower-income working households

- Will become financially stable

GAINING & SUSTAINING EMPLOYMENT

To be financially stable, people must have steady jobs and sufficient income. Many lower-income households and people with disabilities who seek to advance their employment face many barriers and challenges that often prevent them from succeeding.

Lead Agency: LADACIN Network, The ARC of Monmouth, Project Paul

Result: 20 lower-income households & 34 people with disabilities:

- Obtain employment, sustain their employment or advance in their current employment
- Increase their household income

HOUSING FOR ALL

Housing costs represent one of the largest monthly expenses for a Monmouth County household. 58.8% of lower-income working households spend more than 40% of their income on housing; 38.9% spend more than 50% (30% is standard). Some of the largest obstacles impacting the availability of affordable housing in our county are stigma and negative community attitudes.

UWMC works to overcome these issues by advocating for options in housing that are affordable and accessible to all. As a member of the Monmouth County Advocacy Team for housing, United Way advocates for improvement of community awareness around affordable housing.

Result:

- Change in public policy
- Change in public attitude

HEALTH *\$150,000 Investment*



ELIGIBILITY & ACCESS

Tooth decay is the single most common chronic childhood disease—five times more common than asthma. More than 40% of children have dental cavities by the time they enter kindergarten. Untreated tooth decay can cause difficulty concentrating, school absences, impaired nutrition and affect a child's self-esteem.

Lead Agencies: Jersey Shore University Medical Center, Parker Family Health Center

Result: 1,400 uninsured and under-insured children

- Receive preventative dental care (sealants & fluoride)
- Improve their overall dental health

HIGH-RISK BEHAVIOR

Improving the health and well-being of children and families

The root cause of many high-risk behaviors can be traced back to child abuse. Studies indicate that children who are abused and neglected are at significantly higher risk of negative academic failure, chronic delinquency, adult criminal behavior, antisocial personality disorder and violent crime.

Lead Agencies: Child Assault Prevention of Monmouth County, Court Appointed Special Advocates of Monmouth County

Result:

- 25 children in foster care will find a safe, permanent home
- 3,350 children are empowered to be safe

Reducing youth involvement with high-risk behaviors

An admitted 80.2% of teenagers in Monmouth County have used alcohol in their lifetime; 20.5% have been drunk or high in school. Many engage in antisocial behaviors such as attacking someone with an intent to harm (12.6%). UWMC high-risk behavior projects use evidence-based models with proven results that address the underlying factors associated with these actions.

Lead Agencies: Big Brothers Big Sisters of Monmouth County, Boys & Girls Club of Monmouth County and The Community YMCA

Result: 330 youth

- Abstain from alcohol and drug use
- Avoid high-risk and antisocial behaviors

UNITED WAY TODAY

NJ 2-1-1



United Way of Monmouth County funds NJ 2-1-1, a statewide help line that connects the community with essential local and governmental services. 2-1-1 helps people find everything from basic needs like food, housing and healthcare to legal services, job search assistance, childcare, mental health services, financial assistance and more. The service is available 24 hours a day, 7 days a week and is free and totally confidential. For assistance, dial 2-1-1 or go to www.nj211.org

The Volunteer Center



A volunteer gives their time and dedication to help others. To help them, United Way of Monmouth County has created the Volunteer Center, an online database connecting volunteers with local nonprofit agencies who need their assistance. Prospective volunteers can use the database to search for volunteer opportunities based on location, area of interest and other criteria. Nonprofit organizations can use the database to find people with specialized skills looking to donate their time.

Visit the Volunteer Center at www.uwmonmouth.org/Volunteer. Sponsored by Investors Savings Bank and the Monmouth County Board of Chosen Freeholders.

EITC Access



The Earned Income Tax Credit (EITC) benefit is designed for working families making less than \$48,000 a year. The refund can be up to \$5,657 per year, based on family size and income, but a tax return must be filed to claim the refund. EITC Access provides working families with IRS-trained volunteers to help them properly file their return and claim as large a refund as possible. In 2009, UWMC volunteer tax preparers generated over \$50,000 in refunds for low to moderate income working families.

For more information on EITC Access, please visit www.uwmonmouth.org/monmouth-county-eitc-access-program.

SnowFlake Wishes



The holidays are a special time for everyone. To make sure everyone is able to enjoy the joy and excitement of the season, UWMC works with countless companies, groups and individuals to grant SnowFlake Wishes to those in need. In 2010, we fulfilled over 1,400 SnowFlake Wishes valued at over \$86,000.

If you are interested in participating in the 2011 SnowFlake Wishes drive, please contact UWMC. SnowFlake Wishes is sponsored by J.F. Kiely Construction Company.

Stuff the Bus



In 2010, United Way of Monmouth County held its first “Stuff the Bus” campaign, and it was a tremendous success, collecting over 2,000 backpacks and 9,000 school supplies for the children of Monmouth County. Traditional yellow school buses were placed at donation points around Monmouth County, and United Way employees and volunteers helped collect and organize donations. Backpacks filled with school supplies were distributed to students attending high-risk schools throughout the county.

If you are interested in donating or volunteering for Stuff the Bus in 2011, please contact UWMC. Stuff the Bus is sponsored by J.F. Kiely Construction Company

UNITED WAY OF MONMOUTH COUNTY BOARD

Board Officers

Brian Massey, Chair
Community Representative

Robert S. Bonney Jr., Esq., Vice Chair
Lomurro, Davison, Eastman & Munoz PA

Anthony Giordano, Treasurer
Consultant

Dianne Talbot, Secretary
The Provident Bank

Jackeline Biddle Shuler
AcuteCare Health System, LLC

Gary Engelstad
Seabrook Village

Cynthia Moody-Johnathan
Nestlé USA

Wayne Boatwright
Meridian Health

Roger Hart
Community Representative

John Nicklin
Star Installations, Inc.

Fatima Camacho
Investors Savings Bank

Thomas Hayes
New Jersey Natural Gas Company

Louis Paparozzi
Community Representative

Robert Clifton
Comcast Corporation

Henry Hong
Enterprise Rent-a-Car

Virginia Piccolo
WithumSmith+Brown

George Destafney
TD Bank, N.A.

Michael Knecht
Robert Wood Johnson
University Hospital

Donald Pignataro
Holiday Express, Inc.

Timothy Donnelly
UBS Financial Services

James Markey
Jersey Central Power & Light

Thomas Rospos
Birdsall Engineering

Judith Dorsey
Gannett

Eric Menaker
IBM

Webster Trammell
Brookdale Community College

UNITED WAY OF MONMOUTH COUNTY STAFF

Timothy C. Hearne, Jr.
President & CEO

Cathy Dyciewski
CFO/COO

Tamer Gouda
Resource Development Assistant Director

Deena Harmon
Donor Database Manager

Christine Jagerburger
Community Impact Director

Tara Maffei, MSW
Volunteer Center Director

Kaarina Romero
Administrative Assistant

2010 FINANCIALS

UNITED WAY OF MONMOUTH COUNTY STATEMENTS OF ACTIVITIES
FOR THE YEAR ENDED JUNE 30, 2010

PUBLIC SUPPORT AND REVENUE:

	TOTAL
Gross Campaign results:	\$ 2,203,189
Less:	
Donor designations	(902,590)
Provision for uncollectible	(110,503)
Campaign contributions revenue	1,190,096
Other revenue and gains (losses) and support:	
Grant income	65,395
Special events	86,075
Designations from other United Ways	165,283
Donations in-kind	118,618
Miscellaneous revenue	41,903
Total other revenue and gains (losses)	477,274
Total revenue, gains (losses) and other support	1,667,370

EXPENSES:

Program Services:	
Gross funds awarded/distributed	1,405,818
Less: donor designations	902,590
Net funds awarded/distributed	503,228
Community service	193,901
Gift of Warmth program	112,022
2-1-1 contract	40,000
Volunteer center	249,801
Total program services	1,098,952
Supporting Services:	
Administrative	172,744
Fundraising	265,828
Total supporting services	438,572
Total expenses	1,537,524
Increase (decrease) in net assets	129,846
Net assets, beginning of year	1,313,057
Net assets, end of year	\$1,442,903

Data presented above was summarized from the June 30, 2010 audit report prepared by Neral & Company, PA and dated November 30, 2010 in which United Way of Monmouth County received an unqualified opinion.